

here it is-
your chance to
save on
every LP record made



THIRD CLASS

NELSON T
BOX 1546
POUGHKEEPSIE N Y

NEW WAY TO SAVE ON RECORDS



RECORD CLUB OF AMERICA



JUST A FEW OF THE LABELS AVAILABLE
TO YOU AT RECORD CLUB OF AMERICA'S
LOWEST PRICES!

COLUMBIA
CAPITOL
RCA VICTOR
ANGEL
DECCA
LONDON
MERCURY
MGM
VERVE
ABC PARAMOUNT
VANGUARD
WESTMINSTER
VOX
ATLANTIC
ROULETTE
REPRISE
WARNER BROS
KAPP
EPIC
UNITED ARTISTS
AUDIO FIDELITY
COMMAND
CAEDMON
DEUTSCHE GRAMMOPHON
ELEKTRA
RIVERSIDE
FOLKWAYS
PRESTIGE
WORLD PACIFIC
ARGO
CONTEMPORARY
LIBERTY

CADENCE
ELECTROLA
DECCA ARCHIVES
BLUE NOTE
CAMEO-PARKWAY
TRADITION
DYER-BENNET
FANTASY
IMPULSE
IMPERIAL
LAURIE
MEDALLION
RICHMOND
STERODDITIES
BACH GUILD
VEE JAY
URANIA
NONESUCH
PHILLIPS
SPOKEN ARTS
RCA CAMDEN
CETRA
GRAND AWARD
ATCO
LIVING LANGUAGE
CHARLIE PARKER
HI FI
GNP
JAZZLAND
PERIOD
SMASH

SEE REVERSE SIDE FOR GIFT MEMBERSHIPS ➡

Welcome to the Record Club of America—and Record Savings!

RECORD CLUB OF AMERICA

1285 East Princess Street, York, Pa. 17405

PLEASE! Enroll me for membership in the RECORD CLUB OF AMERICA. My \$5 membership fee is enclosed and I understand that it entitles me to lifetime privileges at no additional fees.

☐ CASH ☐ CHECK ☐ MONEY ORDER

Make check or money order payable to Record Club of America

NELSON T
BOX 1546
POUGHKEEPSIE N Y

Zip Code _____

PLEASE DO NOT MAIL ANY RECORD ORDERS UNTIL YOU HAVE RECEIVED YOUR MEMBERSHIP MATERIAL

PLEASE ENROLL THE FOLLOWING GIFT MEMBERSHIPS AT \$2.50 EACH
WITH FULL LIFETIME PRIVILEGES:

Name_____

Address_____

City & State_____ Zip Code_____

Name_____

Address_____

City & State_____ Zip Code_____

Name_____

Address_____

City & State_____ Zip Code_____

Name_____

Address_____

City & State_____ Zip Code_____

Name_____

Address_____

City & State_____ Zip Code_____

Name_____

Address_____

City & State_____ Zip Code_____

Total Amount Enclosed:

_____Cash_____Check_____Money Order

Make check or money order payable to Record Club of America



RECORD CLUB OF AMERICA

YOU ARE INVITED TO
JOIN IN AN ENTIRELY
NEW CONCEPT OF
RECORD BUYING:

THE FIRST RECORD CLUB TO OFFER SAVINGS ON EVERY LP MADE!
STEREO OR MONAURAL * AMERICAN OR FOREIGN * WITHOUT LIMITATION

For the first time a record club has recognized the right, and indeed the need, of its members to exercise their complete individuality of taste. For the first time the whole range of recording has been made available at maximum savings. Instead of offering predigested selections of records--or single categories of records--or a limited selection of labels, Record Club of America offers the entire Schwann catalog as our selection list.

This means you, as a member, may choose Capitol, RCA, Columbia, Decca, Angel, Westminster, Deutsche Grammophon or any one of more than 300 labels. You may mix classical, pop, jazz, folk music, show tunes--any category--without restriction. And you may order when you please, as often as you please, and as many as you please. At last, here is the record club without restrictions.

Already more than a quarter of a million happy record buyers and many of America's leading schools and libraries have discovered this exciting new way to save. And now you have the same opportunity.

The folder enclosed will give you the complete details, but here are just a few of the highlights that make the Record Club of America truly unique.

There are no purchase requirements! You may buy one or a hundred records and still pay the lowest prices in the United States for each.

You have unlimited choice--over 30,000 albums are listed in the Schwann catalog and you can save as high as 45 to 70% on manufacturer's listed prices on any one of them. What's more, your Schwann Catalog is constantly updated through lists of new releases sent to you regularly in the Club's own publication, DISC, which Record Club members receive at no cost. This lively and informative magazine includes news of all current Record Club "Double Discount" specials, new releases, and also offers stimulating feature articles and interviews by the nation's foremost music critics.

Once you join, you're a lifetime member--you don't have to renew your membership every year, pay an annual fee, or reinstate your membership.

All records are factory new--in the original record cover. We guarantee satisfaction, or replacement will be made instantly, and without question.

And very significant--The Record Club of America is not only different from every other record club, it has a distinct advantage over every other source for record purchasing--your savings are never dependent on what one dealer or one group may have in stock; your savings are assured on any record available from any manufacturer at any time with Record Club of America!

\$ 5.79 LP's never cost more than \$ 3.69
\$ 4.79 LP's never cost more than \$ 2.99
\$ 3.79 LP's never cost more than \$ 2.39

AND WITH RECORD CLUB'S "DOUBLE DISCOUNT" SPECIALS YOU WILL FIND BARGAINS LIKE THESE:

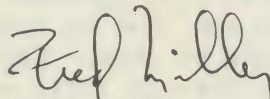
\$ 3.79 CAPITOL, COLUMBIA AND RCA VICTOR BEST SELLERS, \$ 1.99
\$ 5.79 VOX, WESTMINSTER AND RCA VICTOR CLASSICALS, \$ 1.77
\$ 5.79 ATLANTIC, AUDIO FIDELITY AND VERVE ALBUMS, \$ 1.99

What can the Record Club of America mean to you? It means for the first time you can build an entire library at the lowest prices in the United States. It means you can own and enjoy only the records you want--specializing in your favorite single category of music or experimenting with the entire variety of recorded sound. It means this one Record Club can provide the whole family with pleasure. The Record Club of America includes children's labels, the spoken word, sacred music, rock and roll. It means, once and for all, unrestricted savings, unmatched convenience and unrestricted enjoyment. I certainly hope you will take advantage of it.

Becoming a member couldn't be simpler. Read the complete information enclosed and then fill in and mail the membership application today in the handy postage-paid envelope.

You'll be glad you did.

Cordially,



Fred Miller
Director of Memberships

PS: Please be sure to look at the special gift membership offer. It can save you even more money, right from the beginning.

FIRST CLASS

Permit No. 309

York, Penna.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

— POSTAGE WILL BE PAID BY —

RECORD CLUB OF AMERICA

1285 EAST PRINCESS STREET

YORK, PENNSYLVANIA 17405



NEW WAY TO SAVE ON RECORDS!



**Not just on Capitol
Not just on Columbia
Not just on RCA Victor
Not just on Angel, Decca,
or Mercury**

RECORD CLUB OF AMERICA

**gives you unlimited choice of
every available LP ever made
at the lowest prices in the U.S.A.
plus this unique advantage—
no purchase requirements!**

The FIRST . . . the only record club with no strings attached to membership. You are never under any obligation to buy any specified number of records. You buy as few or as many as you please any time you please! AND—you select from the entire Schwann Catalog. One low membership fee and you can enjoy lifetime savings on over 300 labels . . . over 30,000 different albums—monaural and STEREO!



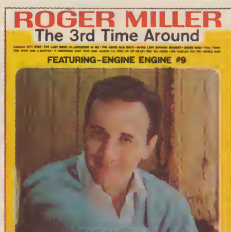
POPULAR ● JAZZ ● SHOW TUNES
 FOLK MUSIC ● INSTRUMENTAL
 ROCK 'N ROLL ● CLASSICAL ● VOCAL
 BALLETS ● OPERAS ● SPOKEN WORD
 CHILDREN'S ● SACRED

Join the Record Club
 that's really different and save more!

(TYPICAL DOUBLE DISCOUNT SPECIALS INSIDE FEATURE OUTSTANDING ALBUMS AT 45% TO 70% SAVINGS)

**SELECT FROM MORE THAN 300 MANUFACTURERS—
EVERY LABEL IN THE U.S.—EVEN FOREIGN LABELS!**

Capitol	RCA Victor	Westminster	Verve	Imperial	Deutsche Grammophon
Columbia	Decca	MGM	ABC Paramount	Roulette	Electrola
Angel	Mercury	Vox	Atlantic	London	And Hundreds More



... INCLUDING ALL THE "GREATS"

HARRY BELAFONTE • KINGSTON TRIO • FRANK SINATRA • JOHNNY MATHIS • VAN CLIBURN
ANNA MOFFO • THE PLATTERS • RAY CHARLES—AND THOUSANDS MORE!

(Typical **DOUBLE DISCOUNT** specials inside feature outstanding albums at 45% to 70% savings)



RECORD CLUB OF AMERICA

York, Pennsylvania

Compare the advantages of Record Club of America with any other record club in America—or any record source available!

UNLIMITED SELECTION

Every available long playing record—Monaural or Stereo—listed in the comprehensive Schwann Catalog is yours at Record Club of America's **lowest prices**. You are never limited to club selection . . . your savings are never dependent on a record dealer's stock.

NO OBLIGATION TO BUY

You can buy one or as many records as you please, whenever you please. No typical "club obligations" to fulfill! No troublesome cards to remember to return! No automatic shipments of records you don't want!

LOWEST PRICES

Sensational special sales through the year, like the typical **DOUBLE DISCOUNT SPECIALS** detailed on the right, save you over 45 to 70% on your record purchases. When special sales are not in progress you are **always guaranteed** at least $\frac{1}{3}$ off or more—the same price record dealers pay: all \$3.79 L.P.'s cost you only \$2.39, \$4.79 L.P.'s only \$2.99, and \$5.79 L.P.'s only \$3.69.

LIFETIME MEMBERSHIP

The only record club that gives you a lifetime membership at a one-time fee, only \$5, and without purchase commitment. You pay once and save on your records **for the rest of your life!**

GIFT MEMBERSHIPS

Your membership entitles you to buy or offer gift memberships to friends, relatives and neighbors for only \$2.50 with full privileges. You can split the total between you—the original membership and one gift membership divided equally brings your cost down to \$3.75; one original membership and four gift memberships brings your cost down to \$3 each.

INSTANT SERVICE

Your order is processed the same day it is received. **ALL RECORDS GUARANTEED**—factory new, and **completely satisfactory** or replacement will be made without question.

PRE-RECORDED 4 TRACK STEREO TAPE

As an added advantage to membership in the Record Club of America you can now purchase 4 track stereo tapes at 30% off list price. You will also receive a catalog listing all the tapes that have been recorded.

Schwann Long Playing Record Catalog

The most complete and comprehensive listing of all records from all manufacturers in the United States issued on over 300 mono and stereo labels. Schwann is the official listing used by 3800 record shops throughout the U.S. and in 38 foreign countries. Every available listing is yours to choose from and you always save more with your Record Club of America membership!

HERE'S HOW this unique club works

YOU PAY ONLY \$5 . . . YOU PAY ONLY ONCE and all the privileges of Record Club of America are yours as long as you wish. As a lifetime member you receive the official Schwann Catalog which lists every Monaural and Stereo LP made. You can buy any available listing at Record Club of America's absolutely lowest prices. What's more, your Schwann Catalog is constantly updated through lists of new releases sent to you regularly in the Club's own publication: **DISC**, which Record Club members receive at no cost. This lively and informative magazine includes news of all current Record Club Double Discount Specials, new releases, interviews with famous musical personalities and also offers stimulating feature articles by the nation's foremost critics. **But you're never under any obligation to buy any records at any time—or in any given length of time.**

YOU SAVE an average of \$2.50 a record. Even if you only buy 1 record a year for 3 years you will enjoy great savings! More than a quarter of a million individual members and many of the nation's leading schools and libraries are enjoying the unique advantages of Record Club of America today. Start lifetime savings on your record purchases now. Complete and mail your membership form today in the convenient postage-paid envelope enclosed. You are invited to sign up as many Gift Memberships as you like at only \$2.50 and divide the total to make the cost of your own membership even less!

JOIN THE RECORD CLUB of America now—enjoy the greatest record savings without purchase requirements!

Typical Record Club of America Savings!

DOUBLE DISCOUNT SPECIALS

SAVE YOU MORE THAN 45 TO 70%



POPULAR BEST SELLERS

RCA VICTOR, CAPITOL, KAPP,
COLUMBIA AND LONDON

List Price
\$3.79

RECORD CLUB
OF AMERICA PRICE
ONLY \$1.99

Includes these outstanding albums:

Barbra Streisand—The Third Album
Roger Williams—Maria
Nancy Wilson—Today, Tomorrow, Forever
Glenn Yarbrough—Baby The Rain Must Fall
Mantovani—Stop The World I Want To Get Off



CLASSICAL VALUES

RCA VICTOR, WESTMINSTER,
VOX, EVEREST AND URANIA

List Price
\$4.79 & \$5.79

RECORD CLUB
OF AMERICA PRICE
ONLY \$1.77

*Here are just a few of these
outstanding albums:*

Sibelius: Symphony No. 5 & Karelia Suite
(London Symphony Orchestra/Alex Gibson,
Conductor)
Beethoven: Eroica Symphony (Boston Symphony
Orchestra/Charles Munch, Conductor)
Red Army Ensemble, Vol. II



FOLK AND JAZZ SPECIAL

ATLANTIC, FOLKWAYS AND
VERVE

List Price
\$4.79 & \$5.79

RECORD CLUB
OF AMERICA PRICE
ONLY \$1.99

Includes these outstanding albums:

Woody Guthrie—Dustbowl Ballads
Pete Seeger—American Favorite Ballads
Mose Allison—Right Now
The Modern Jazz Quartet—European Concert
Ella Fitzgerald with Count Basie—Ella And Basie



SOUND SPECTACULAR

AUDIO FIDELITY AND
COMMAND ALBUMS

List Price
\$4.79 & \$5.79

RECORD CLUB
OF AMERICA PRICE
ONLY \$1.99

Includes these outstanding albums:

Enoch Light—Provocative Percussion
Louis Armstrong—The Best Of Louis Armstrong
Marches From Operas—London Symphony
Orchestra, Conducted By Arthur Winograd
Alfred Drake And Roberta Peters—Carousel
The Ray Charles Singers—Command
Performances